

PepsiCo TR instils fleet safety at the heart of its operations with Geotab

PepsiCo is one of the world's leading food and beverage companies, serving countries across Europe, Latin America, APAC and AMESA. PepsiCo Turkey (TR) has worked with Geotab since 2017 to instil a true culture of safety throughout its fleet.

The challenge: Ensuring all drivers get home safely each day

The primary concern of PepsiCo TR was to improve road safety by better understanding their drivers' behaviours. They needed help to achieve their "Beyond Zero" vision of an injury-free workplace and a culture of positive impact on the health and well-being of their employees.

PepsiCo TR's system of risk management is designed to enhance safe driving, and this is formally established in their EHS Policy. They needed a fleet management solution that would enable them to design fleet safety initiatives based on telematics data, so that they could track the safety performance of their drivers and help them to stay safe on the road.



Fleet profile

Company:

PepsiCo TR

Industry:

Food and beverage

Based in:

Türkiye

Types of vehicles:

Cars, vans,
light commercial vehicles

Fleet size:

600

Fleet focus:

Safety

The solution: Building a personalised risk profile for every driver

PepsiCo TR has been using MyGeotab since 2017, updating to Geotab GO9 telematics devices in 2020.

MyGeotab provides real-time information about drivers' behaviours, and ranks these KPIs within the Driver Safety Scorecard, weighting them according to their effect on driver and overall road safety. The PepsiCo TR team receive weekly and monthly reports to continually monitor their drivers' safety performance and build a risk profile for each driver, identifying their strengths and opportunities and evaluating if any improvement or feedback is required.

The Driver Safety Scorecard weighting is established as:

50% Speeding

20% Seat belt use

10% Harsh Acceleration

10% Harsh Braking

10% Harsh Cornering

Reverse driving and collision data is also monitored, with weekly and monthly violations reports and a safety dashboard that provides a detailed daily overview of drivers' fleet safety performance.

Drivers are also alerted in real-time of potentially risky driving behaviours via audible in-vehicle notifications.



BETTER DRIVE continuous improvement programme

PepsiCo TR created BETTER DRIVE, a custom driver improvement programme, centred on the Geotab Safety Scorecard. The programme has been running for two years and employs a systematic approach to assist and reinforce safe driving behaviours, in order to sustain this behaviour over the long term.

BETTER DRIVE focuses on two driver profiles: High risk drivers, making them safer drivers via interactive face-to-face feedback training that reviews the employee's route and their safety violations.

Low risk drivers, rewarding them with advanced safe driving training on a designated track, so that they keep motivated about safe driving.

These profiles are based on the Geotab Driver Safety Scorecard report. The more often an unsafe driving behaviour is repeated, the higher their associated risk profile:

High risk driver: scores between	Mild risk driver: scores between	Low risk driver: scores between
0-59	60-79	80-100

Through the programme, line managers provide drivers with specific and positive feedback about Geotab safety scores every week to reinforce safe driving and help them aim for higher safety scores, reducing the risk of collision and incidents via an enduring change of driver behaviour.

The results: Enhancing fleet safety culture

Since the implementation of Geotab in 2017, PepsiCo TR has experienced a long-term reduction in risk, getting drivers home safely at the end of each shift and elevating the safety culture throughout the fleet with the aim of Zero Harm to all road users:



Next steps

With the help of Geotab's Marketplace partners, PepsiCo TR has been evaluating machine vision and artificial intelligence (MV+AI) technology-based dash cameras to proactively detect distracted or unsafe driving behaviours in real time. This will help them to make further significant improvements to their fleet safety.

"MyGeotab's unified view of individual and organisational data and insights helps PepsiCo TR proactively manage risks, improve our metrics, elevate safety culture and promote care for our drivers and other road users."

– Deniz Tuna, Safety Champion (Commercial Sector) – PepsiCo Sales Turkey (TR)



“We have been running a great continuous improvement program for road safety using the MyGeotab fleet management platform, which supports our drivers’ safe behaviours on the road. Geotab’s fleet telematics solution is a wise investment for our employees’ health and safety, which is a core cultural value in our organisation.”

– **Deniz Tuna, Safety Champion (Commercial Sector)** –
PepsiCo Sales Turkey (TR)

In a nutshell

Goals and challenges

- Achieving its “Beyond Zero” vision of an injury-free workplace and a culture of positive impact on their employees’ health and well-being.

Solution

- Weekly and monthly safety violations reports
- Driver safety dashboard provides a detailed daily overview of drivers’ fleet safety performance
- Driver Safety Scorecard for weighted measurement of safety KPIs including speeding, seatbelt usage, harsh acceleration, braking and cornering
- Real-time alerts of potentially risky driving behaviours via audible in-vehicle notifications
- BETTER DRIVE continuous improvement programme developed by PepsiCo TR, assists and reinforces safe driving behaviours, to sustain this behaviour over the long term

Impact

- 93% reduction in high risk driver ratios
- 70% reduction in collisions
- Better understanding of road safety trends and areas for improvement
- Better management of safety KPIs including aggressive driving, seat belt usage, and excessive speeding
- Embedding a safety culture throughout the fleet

Geotab products / features

- Geotab GO9 telematics device
- MyGeotab fleet management platform
- Driver Safety Scorecard
- In-vehicle audible safety notifications

Discover how fleet management technology can improve your business:

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